

## Message Text

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R 271526Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY BUDAPEST

UNCLAS STATE 061018

E.O.11652: N/A

TAGS: BU/ELAB

SUBJ: DOL SEMINAR

REF: STATE 054856

SEMINAR WILL BE CONDUCTED BY 4 TOP LEVEL EXECUTIVES FROM COMPANIES ENGAGED IN: 1) PROCESSING RAW MATERIALS; 2) MANUFACTURING INDUSTRIAL PRODUCTS; 3) MANUFACTURING CONSUMER PRODUCTS; AND 4) RETAIL SALES. FOLLOWING SEMINAR OUTLINE IS FOR CONSIDERATION AND COMMENT BY EMBASSY AND HUNGARIAN SPONSOR:

TOP LEVEL MANAGEMENT DEVELOPMENT

MONDAY APRIL 22 9-12 NOON

I. DESCRIPTION OF COMPANIES: (TO INCLUDE 15 MIN. SOUND MOVIE SHOWING AND NARRATING CONSUMER AND INDUSTRIAL PRODUCTS).

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A. COMPANY SIZE: REVENUES, NO. OF DIFFERENT BUSINESSES,

PLANTS AND EMPLOYEES, PRODUCTS AND COUNTRIES SERVED (BROKEN DOWN BY U.S. AND NON U. S.).

## II. MARKET CHARACTERISTICS

- A. WORLDWIDE
- B. INDUSTRIES
- C. SALES TO MAJOR U.S. CUSTOMER INDUSTRIES
- D. TYPES OF CONSUMER MARKET: GENERAL SIZE; AGE AND INCOME;
- E. SOME MARKET SEGMENTS; (NO. OF BOWLERS, SKIERS AND BIKE RIDERS AS ILLUSTRATIVE EXAMPLE).

## III. COMPANY ORGANIZATION

- A. EACH SEMINAR LEADER WILL DESCRIBE THE ORGANIZATION OF HIS CO.

MONDAY, APRIL 22      2-6 P.M.

## I. COMPANY ORGANIZATIONAL PHILOSOPHIES AND STYLES.

- A. PROFIT RESPONSIBILITY BUSINESS UNIT LEVEL
- B. GROUP COORDINATION, OVERVIEW AND RESPONSIBILITY
- C. FUNCTIONS OF CORPORATE STAFF

## II. ROLE OF CORPORATE ENTITY

- A. FINANCIAL CONTROL
- B. COORDINATION OF PLANS AND BUDGETS
- C. RESOURCE AND CAPITAL ALLOCATION
- D. SUPPORT FOR ACTIVITIES OTHERWISE NOT FEASIBLE FOR SMALL BUSINESS.

## III. HOW DECISIONS ARE MADE AND HOW THE SYSTEM FUNCTIONS

- A. CORPORATE LEVEL AND EXTERNAL DECISIONS
- B. INTERNAL OPERATIONAL CONTROL
- C. EXECUTIVE OFFICE OBJECTIVES AND GUIDELINES FOR PLANS
- D. REVIEW OF DECISIONS AND PLANS

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TUESDAY, APRIL 23      9-12 NOON

## I. BUSINESS PLANNING PROCESS:

- A. SITUATION ANALYSIS
- B. COMPETITION ANALYSIS
- C. FINANCIAL AND MARKETING OBJECTIVES

D. BUSINESS STRATEGIES AND ACTION PROGRAMS

II. RELATIONSHIP BETWEEN PLANS AND BUDGETS

A. CASE STUDY OF SPECIFIC PLANNING SITUATION FOR AN INDUSTRIAL PRODUCT.

TUESDAY, APRIL 23 2-6 P.M.

I. CASE HISTORIES IN MARKET PLANNING (INDUSTRIAL AND CONSUMER)

- A. MARKET DEFINITION AND SEGMENTATION
- B. DEMAND FORECASTING
- C. TRADE FLOW ANALYSIS
- D. MARKET SHARE, POSITION ANALYSIS AND TARGET SETTING

WEDNESDAY, APRIL 24 9-12 NOON

I. PUBLIC RELATIONS, CORPORATE ADVERTISING AND PROMOTION

- A. CORPORATE IMAGE
- B. RELATION WITH STOCKHOLDERS AND FINANCIAL REPORTING
- C. EMPLOYEE RELATIONS

II. INDUSTRIAL PRODUCT ADVERTISING AND DISTRIBUTION

III. MEDIA AND TRADE ADVERTISING

- A. CASE STUDY

IV. CONSUMER ADVERTISING AND DISTRIBUTION

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- A. MEDIA TRADE OFF
- B. TEST MARKETS
- C. MERCHANDISING/POINT OF SALE
- D. PACKAGING
- E. TYPICAL COSTS
- F. CASE STUDIES: CONSUMER PRODUCT DISTRIBUTION; ALTERNATIVE CHANNELS; IMPLICATIONS OF CHANNELS

WEDNESDAY, APRIL 24 2-6 P.M.

I. RESEARCH AND DEVELOPMENT

- A. ORGANIZATION

- B. COORDINATION WITH OPERATIONS
- C. FUNDING
- D. PRODUCT/NEW IDEA EVALUATION
- E. TRANSITION FROM RESEARCH TO PRODUCT

II. EXPORT-IMPORT REGULATIONS

THURSDAY, APRIL 25 - SUMMARY AND REVIEW

END OUTLINE

ADEQUATE TIME WILL BE ALLOWED AFTER EACH SESSION TO PERMIT FREE  
FLOW QUESTION AND ANSWER AND EXCHANGE OF IDEAS.

IN ADDITION TO SIMULTANEOUS TRANSLATING EQUIPMENT, WILL NEED:  
16MM SOUND VOICE MOVIE PROJECTOR; OVERHEAD VUGRAPH PROJECTOR;  
35MM SLIDE PROJECTOR; SCREEN. HUNGARIAN SPONSOR ASSUMED  
RESPONSIBILITY FOR AUDIO-VISUALS, BUT EMBASSY SHOULD BE PREPARED  
TO BACKSTOP. RUSH

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